



DOING THE
MOST GOOD™



BOYS & GIRLS CLUBS
OF GREATER CHARLOTTE

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Media Alert

TODAY BEGINS THE 58th NATIONAL SALVATION ARMY WEEK

'Doing the Most Good' in Charlotte Since 1904

(Charlotte, NC) May 9, 2011 – The Salvation Army celebrates the beginning of its 58th annual National Salvation Army Week on Monday, May 9, highlighting the importance of neighbors helping their neighbors in need at a time when many families and individuals continue to struggle to make ends meet. The very first National Salvation Army Week was declared by President Dwight D. Eisenhower between November 18 and December 4, 1954 as a reminder to Americans that they should give freely of themselves.

“As the economy has suffered in Charlotte—so have many of our friends and neighbors,” said Major Todd Hawks of The Salvation Army of Greater Charlotte. “We have seen an increased number of homeless mothers and children come through our doors, an increased number in people who just need a hand-up. We are proud that the Charlotte community recognizes the struggle taking place and continues to stand by their neighbors in need.”

Since 1904 when The Salvation Army began its social service work in Charlotte, it has grown into one of the largest social service providers in the area. In 2010, The Salvation Army of Greater Charlotte directly supported more than 35,000 people in Mecklenburg and Union counties through a variety of programs including sheltering homeless women and children, mentoring at-risk youth in our Boys & Girls Clubs, providing affordable housing for low-income senior citizens, rehabilitating chemically addicted men, outreach in distressed neighborhoods, providing Christmas joy to the poor, and help during times of disaster.

President Dwight D. Eisenhower declared the first National Salvation Army Week in 1954, proclaiming, “Among Americans, The Salvation Army has long been a symbol of wholehearted dedication to the cause of brotherhood. In time of war, the men and women of this organization have brought to those serving their country far from home, friendliness and warm concern. In the quieter days of peace, their work has been a constant reminder to us all that each of us is neighbor and kin to all Americans, giving freely of themselves, the men and women of The Salvation Army have won the respect of all.”

Though the dates have changed since the first National Salvation Army Week, the work of The Salvation Army has not changed. More information about National Salvation Army Week and work of The Salvation Army of Greater Charlotte at www.salvationarmycharlotte.org.

About The Salvation Army of Greater Charlotte

Serving Mecklenburg and Union counties since 1904, The Salvation Army of Greater Charlotte is prepared to meet the needs of the community with 15 centers of service and five Thrift stores, with services ranging from homeless sheltering and seven Boys & Girls Clubs to adult rehabilitation and disaster relief. For more information, please visit www.salvationarmycharlotte.org.

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